



MESSENGER 2010 Advertising Rates

Advertising Office (Insertion Orders)

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AMERICAN COLLEGE OF
PROSTHODONTISTS®

Headquarters Office (Materials)

American College of Prosthodontists
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Tel:
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E-mail:
cbozell@prosthodontics.org

Web site:
www.prosthodontics.org

EDITORIAL

Established in September 1973, The ACP *Messenger* is an official quarterly publication of the American College of Prosthodontists. The *Messenger* provides timely and relevant news and information of interest to prosthodontists. Editorial coverage includes education offerings, grants, awards, membership news, managed care issues, as well as other topics of interest to the specialty of prosthodontics.

MARKET COVERAGE

Prosthodontists, general dentists with an interest in prosthodontics, dental educators and students.

CIRCULATION

The *Messenger* is distributed to more than 3,300 ACP members (internationally) and other healthcare professionals, libraries, organizations and dental suppliers. An electronic version of the ACP *Messenger* is posted on ACP Web site, accessible to all Web site visitors.

ANNUAL SUBSCRIPTION DATA

Members – Complimentary;
Prosthodontic Forum Org. members – \$75/year;
Non-member – \$150/year.

2010 CLOSING DATES

Issue	SPACE RESERVATIONS	MATERIALS DUE
Winter	11/23/2009	12/30/2009
Spring	2/15/2010	2/22/2010
Summer	5/14/2010	5/21/2010
Fall	8/06/2010	8/13/2010

ADVERTISING POLICY

The ACP *Messenger* reserves the right to accept materials and require publication prepayment. This publication does not accept advertising for credit/debit cards, insurance or travel.

The advertiser agrees to assume all liability for content of ads printed and must be fully authorized for use of the ad's content, including, but not limited to, persons' names and pictures, testimonials and any copyrighted or trademarked material. In consideration of the publication of advertisements, the advertiser will indemnify and hold the publisher harmless from any loss or expense arising out of an advertisement.

AD PLACEMENT POLICY

Interspersed

RATES

DISPLAY ADVERTISING RATES (BLACK & WHITE)

	1X	3X	6X
Full Page	\$1,900	\$1,800	\$1,700
1/2 Page	\$1,400	\$1,300	\$1,200
1/3 Page	\$1,100	\$1,000	\$900

COLOR RATES

2-color per page:	\$400
4-color per page:	\$850

COVER & PREFERRED POSITION RATES

(non-cancelable – premium over earned B&W page rate):

Cover 4	50%
Cover 2	35%
Others	15%

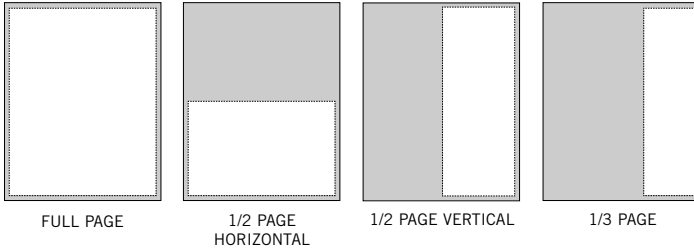
AGENCY COMMISSION

15% to recognized agencies.
Color charges and positioning charges are commissionable.

MECHANICAL SPECIFICATIONS

AD SIZES

	Width	Height
Full Page (bleed)	10.375" (plus .125" bleed on all sides) <i>Live area</i> indent minimum .25" on all sides	13"
Full Page (non bleed)	9.875"	12.5"
1/2 Page Horizontal	9.875"	6.25"
1/2 Page Vertical	6.43"	10"
1/3 Page Vertical	3.7"	12.5"



PRINTING: Web Offset

PUBLICATION TRIM SIZE: 10.375" x 13"

INKS: Only 4-color process (CMYK) or black and white (grayscale) ads accepted.

BINDING **PAPER STOCK**
Saddle Stitch 60 lb #2 recycled matte, self cover

HALFTONE SCREEN
150 line screen

MEDIA SUBMISSION

Press ready PDF files are preferred. Please embed all fonts and subset at 100% size.

Ad material **under 10MB** may be delivered via email to ACP Headquarters: cbozell@prosthodontics.org.

Over 10MB: Native files in Mac format (see following page for list of accepted software) or large pdf files should be sent via CD/DVD or can be sent via FTP upon request to ACP Headquarters.

All media are to be labeled with the name of the advertiser, the publication title and issue date, the ad title or ID number, and the name and contact information of a production contact should there be a problem with the files. Digital media and proofs will not be returned unless requested by the advertiser.

REQUIREMENTS

The following must be included with all digital advertising files:

1. A printout of the contents of the CD or DVD.
2. A composite, actual sized laser proof that accurately represents the ad as supplied. If proofs are not actual size, indicate on the proof the enlarged or reduced size. The proof should clearly specify tints, color breaks, etc.
3. Convert all 4-color art to CMYK, SWOP compliant.
4. The document should be set up at the actual trim size of the ad with bleeds extending 0.125" from the trim. Please include crop marks which are placed at least .0625" from bleed. All live matter on bleed ads should be a minimum of 0.25" inside of trim.
5. Please see following page for resolution and image guidelines.

PROOFS

Color proofs may be submitted with 4-color advertising – approval or Iris digital proofs, matchprint or cromalin analog proofs are acceptable – and should be SWOP compliant. Color is not guaranteed if proof is not supplied.

OTHER ACP ADVERTISING OPPORTUNITIES

Contact your sales representative for more information.

2010 ANNUAL SESSION PROGRAM GUIDE

(Published in November 2010)

CIRCULATION Approximately 1,500
ISSUANCE 1X

RATES 1X 3X 6X
Full Page \$1,150 \$1,100 \$1,050

COLOR RATES
2-color per page: \$400
4-color per page: \$850

COVER & PREFERRED POSITION RATES

Cover 4 50%
Cover 2 35%
Others 15%

TRIM SIZE 8.5" x 11"
Keep all live matter 0.25" from trim edges
Halftone Screen, 133 Line Screen
Please allow 0.125" on all sides for bleed

SPACE RESERVATIONS Sept. 31, 2010
MATERIAL DUE Sept. 8, 2010

ACP 2010 MEMBERSHIP DIRECTORY

(Published in July 2010)

CIRCULATION Approximately 3,500
ISSUANCE 1X

RATES 1X 3X 6X
Full Page \$1,150 \$1,100 \$1,050

COLOR RATES
2-color per page: \$400
4-color per page: \$850

COVER & PREFERRED POSITION RATES

Cover 4 50%
Cover 2 35%
Others 15%

TRIM SIZE 8.5" x 11"
Keep all live matter 0.25" from trim edges
Halftone Screen, 133 Line Screen
Please allow 0.125" on all sides for bleed

SPACE RESERVATIONS April 1, 2010
MATERIAL DUE April 8, 2010



MESSENGER 2010 Design Guidelines



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GUIDELINES FOR DIGITAL ARTWORK

ACCEPTED SOFTWARE

Press-ready PDF file or QuarkXpress, Adobe InDesign, Illustrator or PhotoShop files are acceptable. Mac format is preferred. Advertiser must include all related files required for output, including EPS or TIF images, and all fonts. All color must be in CMYK mode. Files must be prepared so that upon opening, all elements will be positioned correctly.

PHOTOGRAPHY

Both conventional and digital photography are acceptable. If you prefer to provide a traditional print photo, we are able to scan a continuous tone (RC) print and digitize it for publication. Please provide the original electronic file for digital photos rather than printing them yourself. High-resolution photography is strongly recommended for making quality digital images for print. For the purpose of printing in the *ACP Messenger*, a minimum of 300 dpi (dots per inch) at 5"x7" is ideal. To achieve this, use the highest setting possible on your digital camera. (Usually either TIFF or JPEG format - both are acceptable). Please note that high-resolution photography will use more of the memory space on the camera, subsequently fewer images can be saved to your memory card.

Lighting/Exposure: Lighting should be adjusted to avoid distracting shadows on the subject's face or on the background. Having light sources on both sides of the subject will help avoid shadows on the face, as will a light source that illuminates the background behind the subject. If possible, let in some natural light from outside as long as it isn't too harsh or shining in your subject's eyes. Facial features should be clear in the photo. Avoid overexposure or underexposure.

Positioning: Position the camera approximately four feet from the subject. Have the camera at the subject's eye level, and center the subject's head within the frame. The subject's head should be positioned directly facing the camera, and their eyes should be open and looking at the camera. Glare on eyeglasses can usually be avoided with a slight upward or downward tilt of the head.

Backgrounds: Photograph the subject against a neutral background. Avoid busy backdrops and those that reflect too much light. This applies to photographs of objects as well as portraits.

Clothing: Solid colors for clothing generally work better. Just like busy backgrounds, busy clothing patterns can distract the eye from the main focus of the subject's face. Patterns can also create unpleasant moiré patterns that are difficult to remedy. It also helps to wear dark clothing, as this can further emphasize the subject's face.

Portrait Suggestions: The subject's entire face should be in focus. Using a tripod may help you set up your shot so the camera is level with your subject. The photo should capture the subject from slightly above the top of the hair to the middle of the chest; the image height of the head should be no less than 1 inch. If the subject is positioned in front of an expansive background, keep in mind that the photo may be cropped. If the subject's face is too small, the resolution may not allow for sufficient enlargement for publication.*

Editing: Ensure the photo is clear and has a continuous tone quality. Do not retouch or otherwise enhance or soften the photo. It is possible to take a large image (8"x10") shot at 150 dpi and reduce it to a 3"x4" image at 300 dpi. However, the reverse is not true; photos cannot be "sized-up" without loss of data, and image quality. PLEASE NOTE: Images that are suitable for Web use (72 dpi) may NOT be of sufficient resolution for print publication because of reduced resolution quality. ACP staff will alert you if your image does not translate well for printing.

LOGOS

Please send logos as vector-based EPS files (such as an Adobe Illustrator file with fonts converted to outlines) if possible. If a vector-based EPS file is not available, send a 300 dpi TIFF, JPEG or Photoshop EPS file with a length of at least two inches. Web-resolution logos (gif or png files) WILL NOT be usable in a print publication.

* Photography content adapted from *ASRT Artwork Guidelines* © 2004